

Appln. No. 09/775,028  
Amdt. dated September 2, 2004  
Reply to Office Action of March 10, 2004

**REMARKS/ARGUMENTS**

Reconsideration of the present application, as amended, is respectfully requested.

The March 10, 2004 Office Action and the Examiner's comments have been carefully considered. In response, an interview was conducted with Examiner Retta, claims are amended, and remarks are set forth below in a sincere effort to place the present application in form for allowance. The amendments are supported by the application as originally filed. Therefore, no new matter is added.

**INTERVIEW**

The courtesy of Examiner Retta in granting and conducting an interview in connection with this application is acknowledged and appreciated. The interview took place on September 1, 2004. Present at the interview were Examiner Retta and Applicant's attorney, Robert Michal. During the interview the present invention and the applied reference were discussed. Examiner Retta agreed that if claim 1 were amended as proposed, the amended claim would define over the applied reference.

REJECTION UNDER 35 USC 102

In the Office Action, claims 1-15 are rejected under 35 USC 102(e) as being anticipated by USP 6,256,614 (Wecker et al.). As indicated above, an interview was conducted with Examiner Retta on September 1, 2004. The independent claims are amended to more clearly define the present invention over the prior art of record along the lines discussed with Examiner Retta.

The present claimed invention as defined by amended claim 1 is directed to a system for providing a reward to a user who clicks on a banner advertisement. A feature of the present invention resides in that a banner advertisement for an advertiser is provided on a first website, and the banner advertisement includes indicia indicating a third party who provides a reward to a user for clicking on the banner advertisement of an advertiser. The banner advertisement is linked to the website of the advertiser so that clicking on the banner advertisement by the user will bring the user to the website of the advertiser. Rewards are provided to the user by the third party for each banner advertisement clicked on by the user. The rewards are provided to the user when the user only clicks on the banner advertisement.

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USP 6,256,614 (Wecker et al.) is directed to an Internet system for producing electronic reward cards. As discussed with Examiner Retta during the interview, Wecker et al. do not disclose, teach or suggest providing a banner advertisement of an advertiser on the first website wherein the banner advertisement includes indicia indicating a third party who provides a reward for clicking on the banner advertisement. Wecker et al. also do not disclose, teach or suggest that a third party provides the rewards to the user for each banner advertisement clicked on by the user wherein the rewards are provided to the user when the user only clicks on the banner advertisement.

None of the other references of record close the gap between the present claimed invention as defined by claim 1 and Wecker et al.

In view of the foregoing, claim 1 and claims 2-12 which are either directly or indirectly dependent on claim 1 are patentable over the cited references under 35 USC 102 as well as 35 USC 103.

Claim 13 has been amended in a manner similar to the amendments made to claim 1. Claim 13 is patentable over the cited references for reasons, inter alia, set forth above in connection with claim 1.

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Claims 14 and 15 are dependent on claim 13 and are patentable over the cited references in view of their dependence on claim 13.

In view of the foregoing, claims 1-15 are patentable over the cited references under 35 USC 102 as well as 35 USC 103.

#### CLAIM AMENDMENTS

As indicated above, claims 1 and 13 are amended to more clearly define the present invention over the cited references. The amendments to claims 2-12, 14 and 15 are not related to the patentability of the invention defined by these claims, but are instead made to place the claims in better form for consideration by the Examiner and to be in better form for allowance. No new matter is added.

\* \* \* \* \*


If the Examiner disagrees with any of the foregoing, the Examiner is respectfully requested to point out where there is support for a contrary view.

Entry of this Amendment, allowance of the claims, and the passing of this application to issue are respectfully solicited.

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If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,



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Encl.: Petition for Extension of Time